

# ***ENVISION SAN JOSE 2040***

## ***General Plan Update***



**Task Force Meeting**  
**Monday, February 25, 2008**

# ***Land Use and Development Trends Background Report***

## **Outcomes**

1. Overview and Clarify Information  
in Report – Q & A
2. Identify Lessons Learned
3. Apply Lessons to Envision San Jose 2040

# ***Land Use and Development Trends Background Report***

Introduction	5 min.
Overview of Key Findings	10 min.
Report Clarifications – Q & A	15 min.
Where Do We Go From Here?	10 min.
Task Force Discussion	50 min.

# *Existing Land Use Pattern*

San Jose's land use composition within the Urban Service Area:

- ◆ Almost 50 percent residential
- ◆ 5% commercial
- ◆ 7.6% industrial
- ◆ 8.5% parks and open space
- ◆ 5.5% vacant land
- ◆ 4.5% schools
- ◆ 21% public rights-of-way

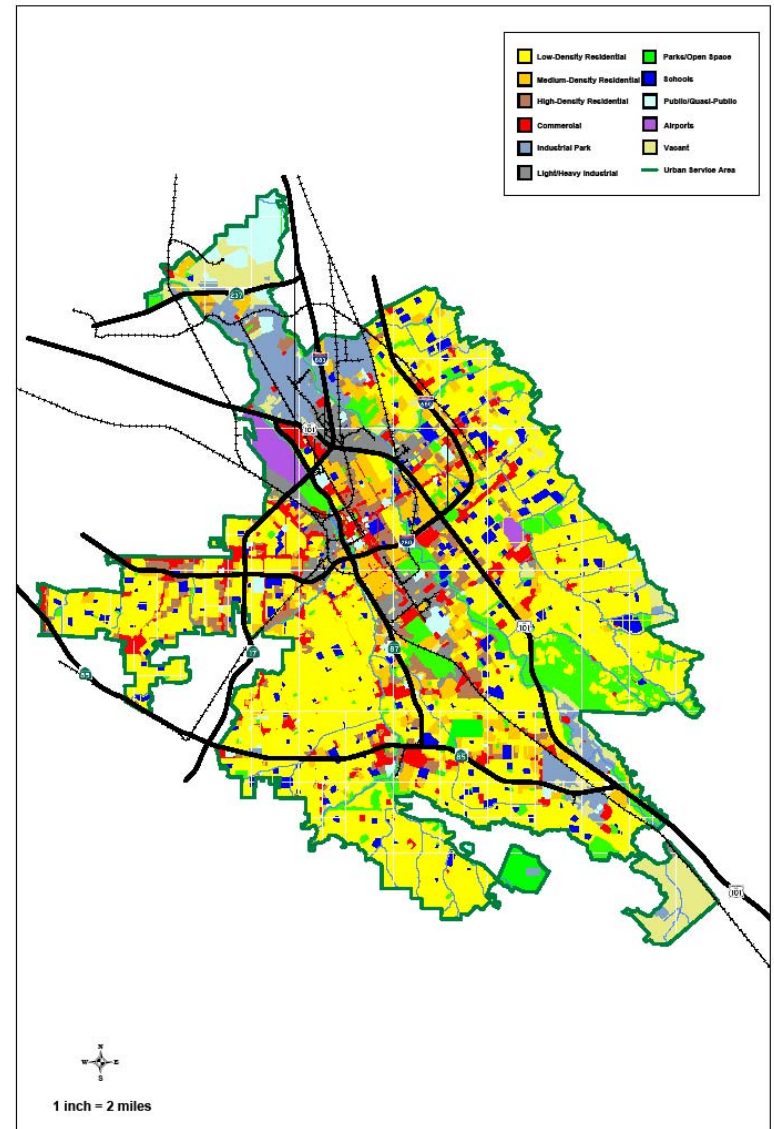


Figure 1



# Existing Land Use Pattern

## Residential

One third of the city's land area is occupied by Single Family (Yellow) uses.

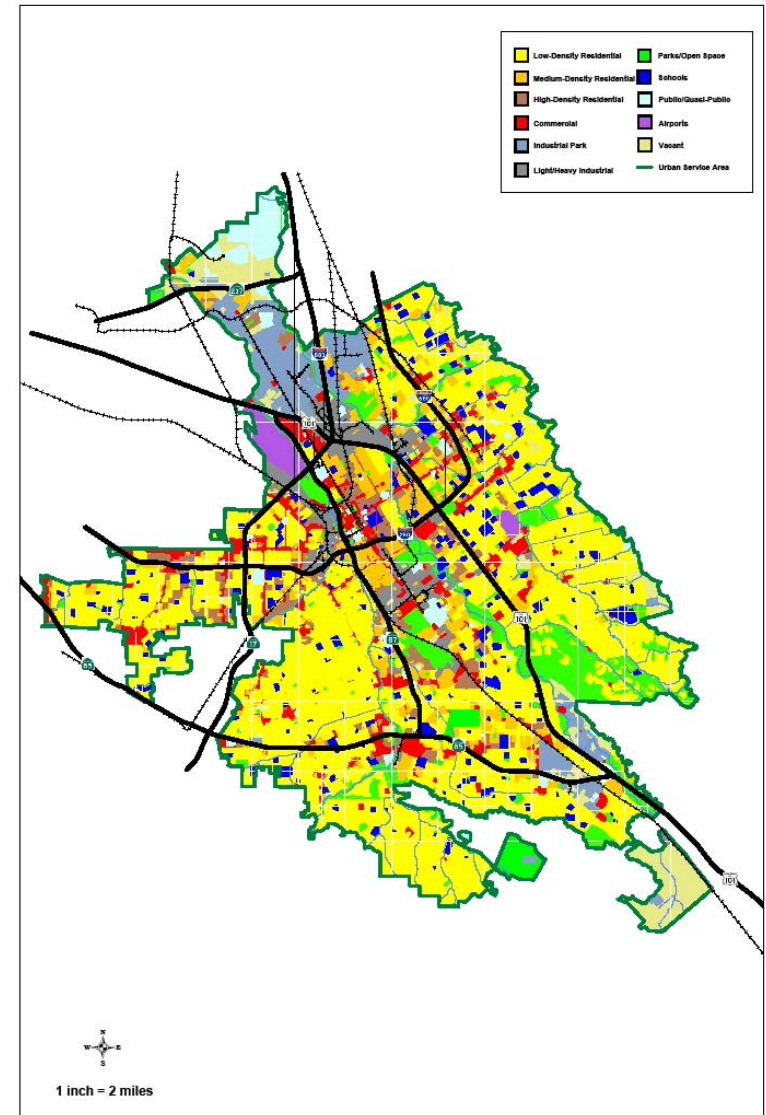
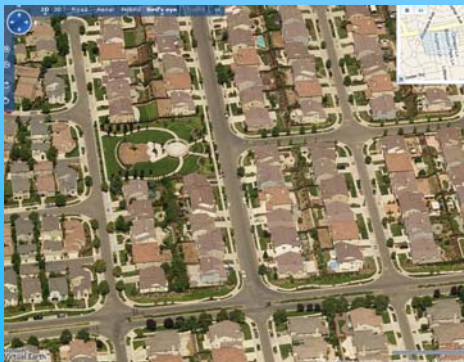


Figure 1

# Existing Land Use Pattern

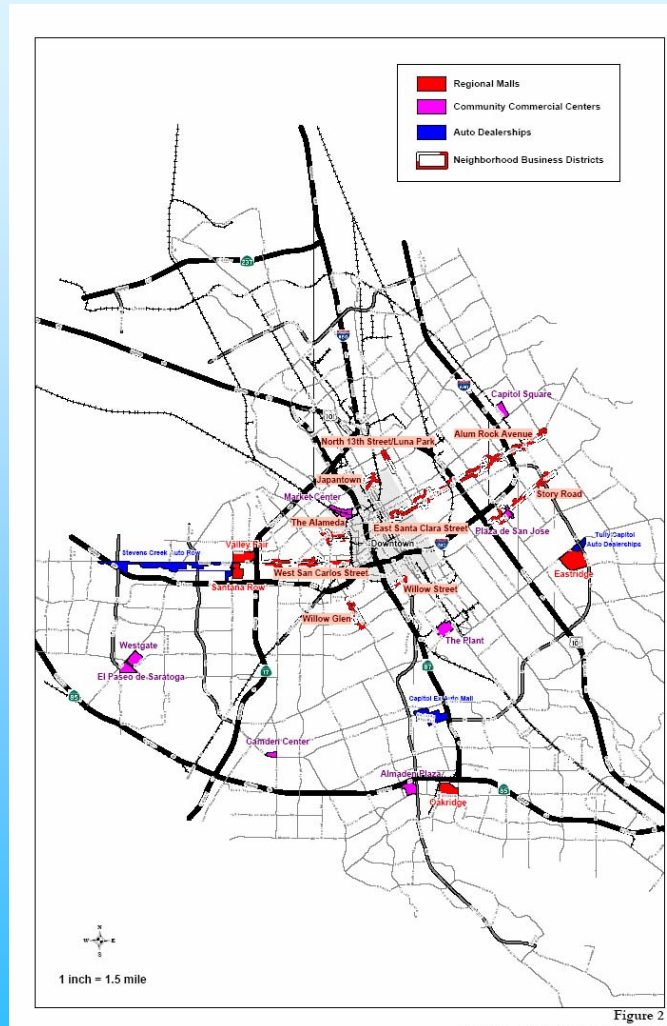
## Commercial



**Japantown NBD**



**Santana Row**



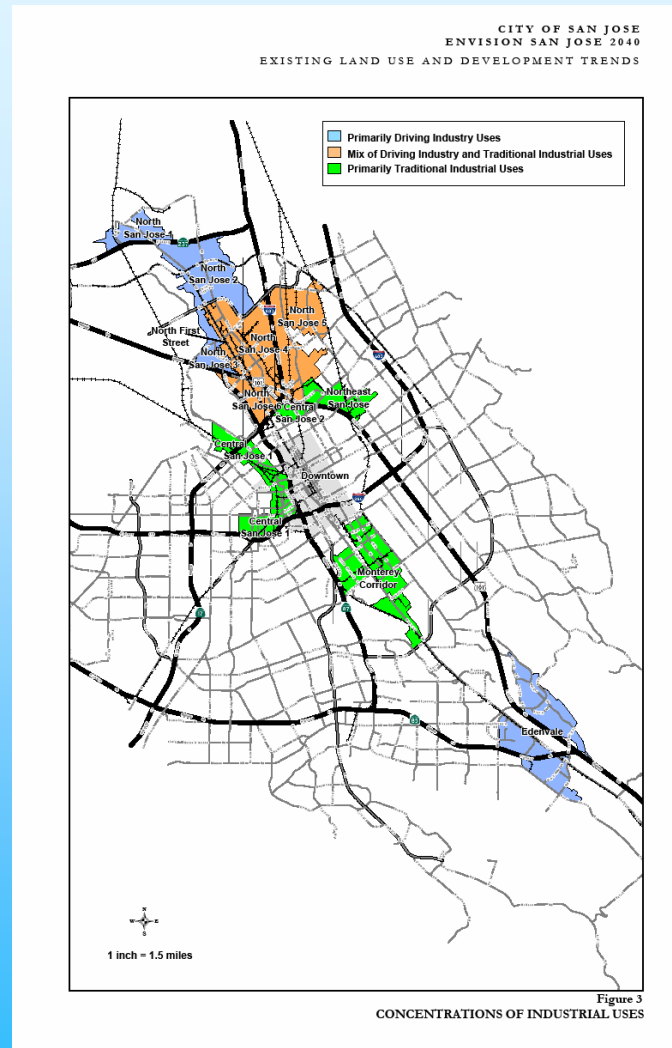
**San Jose Market Center**



**Eastridge Mall**



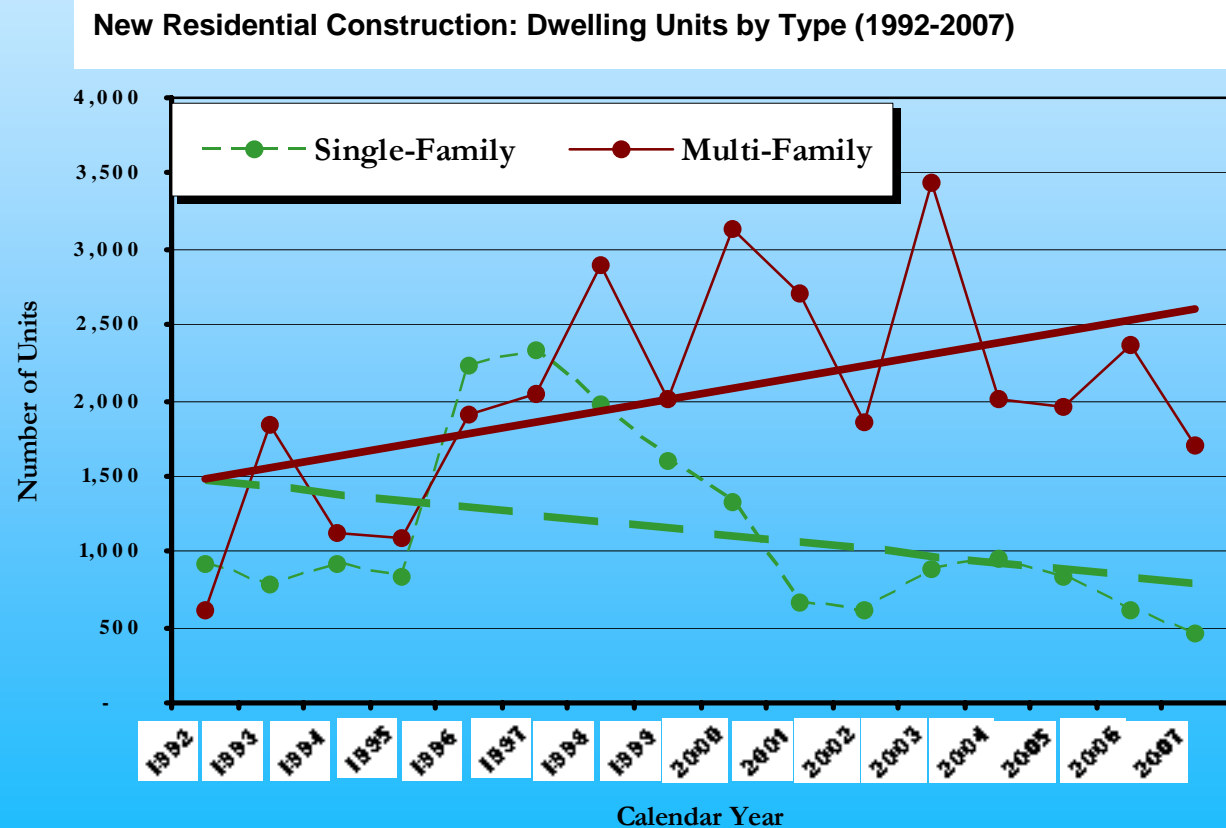
## ***Existing Land Use Pattern***



# Land Use and Development Trends

## Housing Production

- Between 1994 to 2007 an average of 3,166 units were built annually
- A total of 44,452 units were constructed since 1994
- The proportion of single-family to multi-family dwellings has shifted



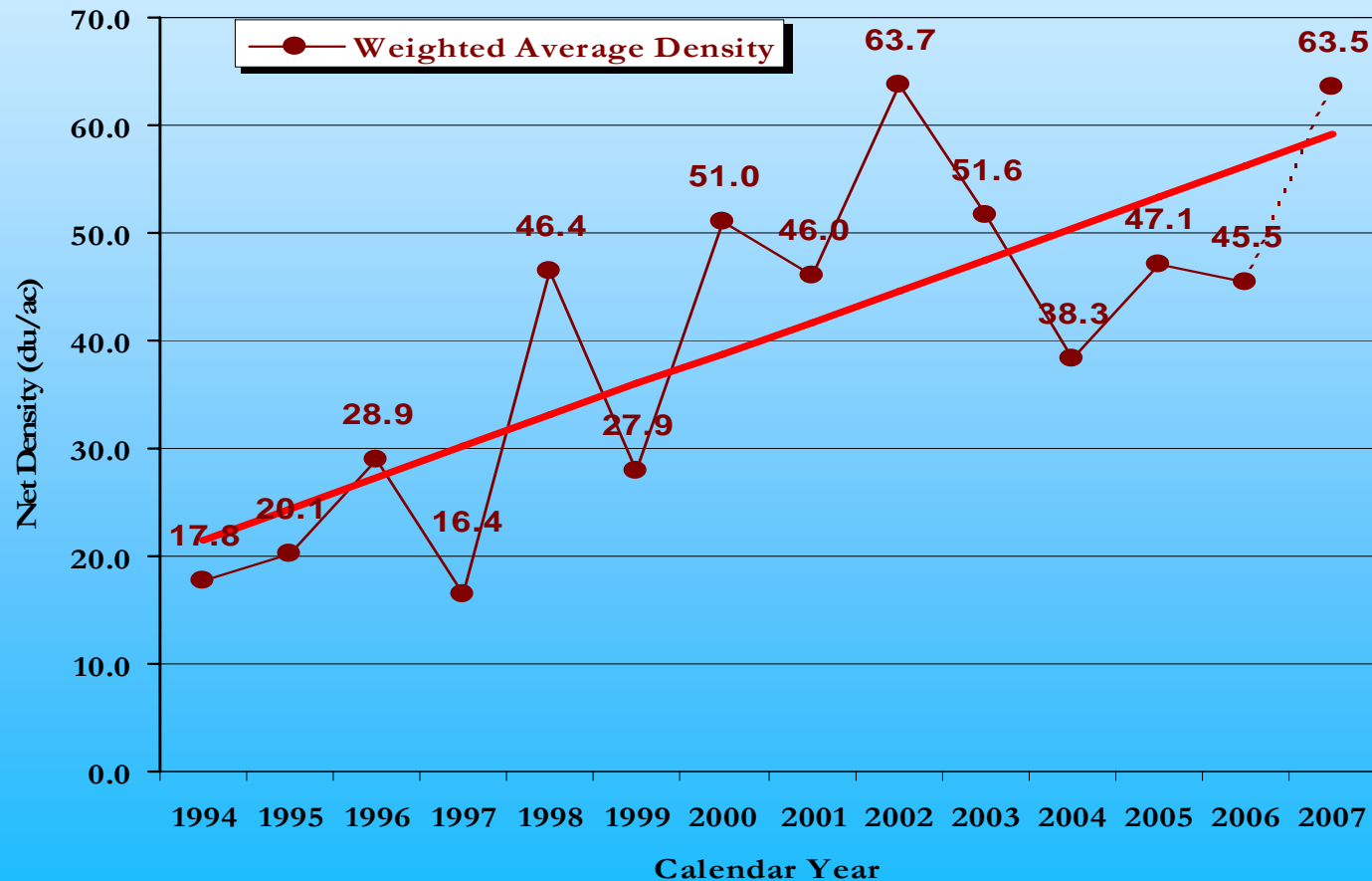


# *Land Use and Development Trends*

## Density

The average weighted density has risen from 17.8 DU/AC to 45.5 DU/AC

**Average Density of Approved Residential Units (1994-2006)**



# *Land Use and Development Trends*

## **Density and Product Types**



# *Land Use and Development Trends*

## **Industrial Development Trends**

- ◆ More efficient use of buildings and land
- ◆ From campus 1-2 story to compact 4-6 story
- ◆ Office spaces reduced from 300 to 100-125 square feet per person
- ◆ Increasingly short supply of light and heavy industrial lands



Adobe, Downtown

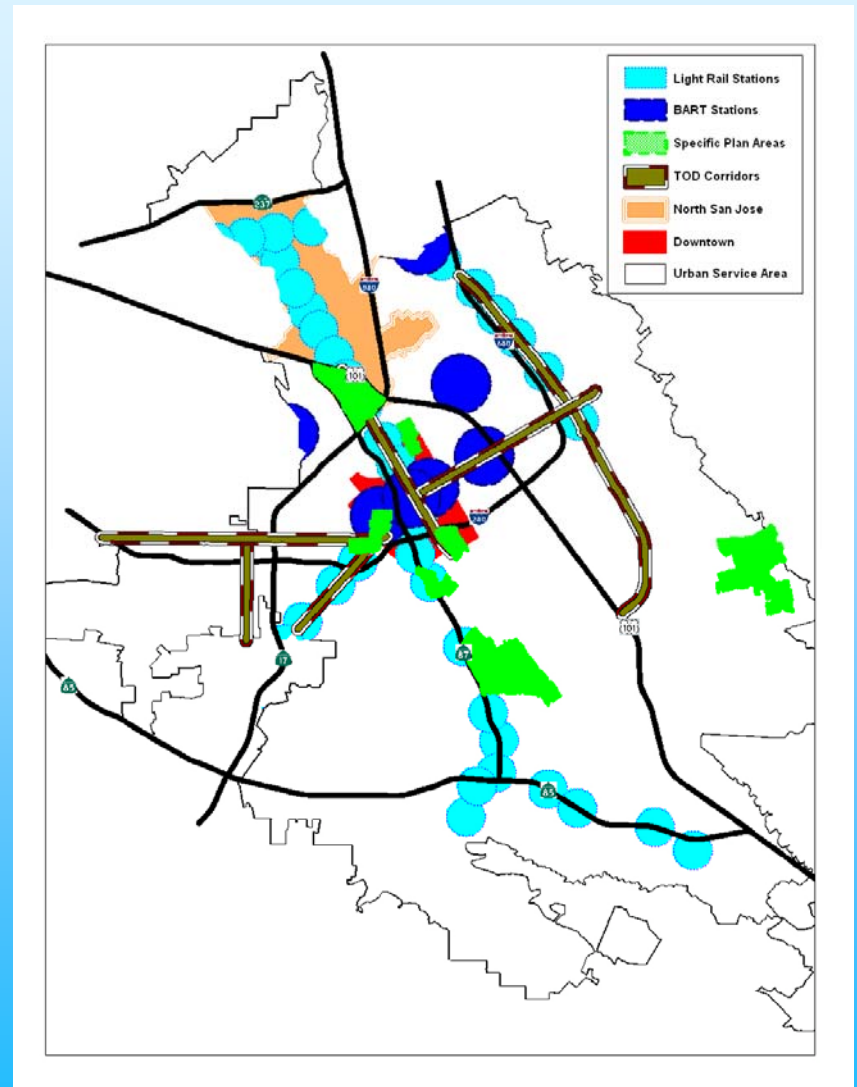


IBM, South San Jose (1960's)



# *Strategic Areas for Land Use Intensification*

- ◆ Downtown
- ◆ North San Jose
- ◆ Transit Oriented Development Corridors
- ◆ Specific Plan Areas



## Planned Growth Areas

## Downtown

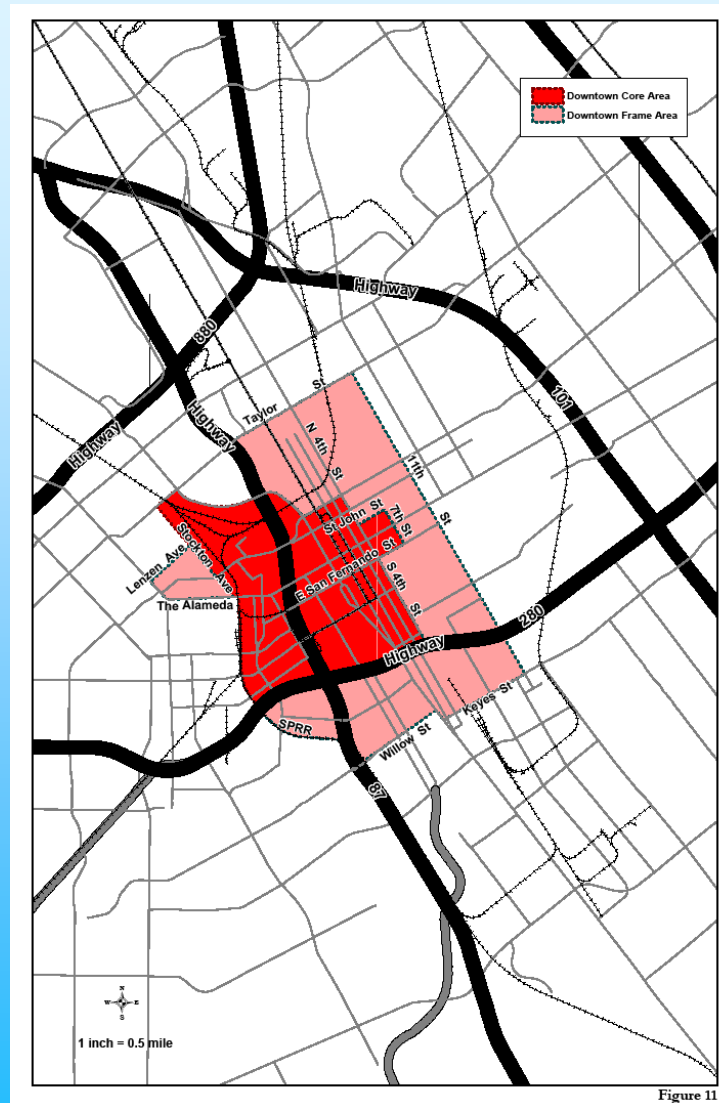


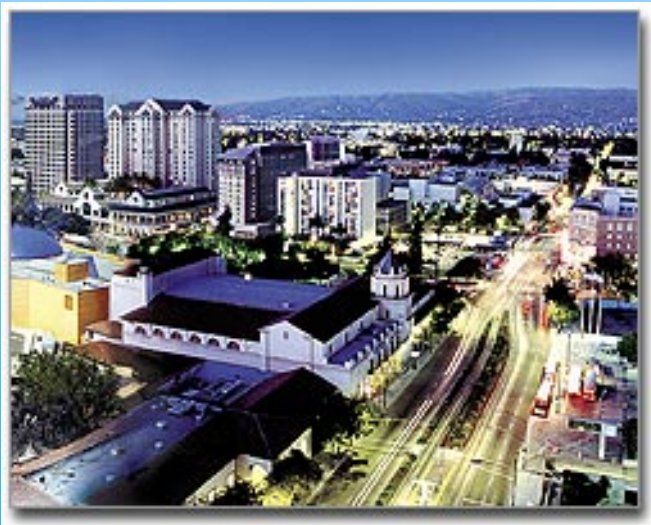
Figure 11

# *Planned Growth Areas*

## **Downtown**

Downtown Core Development between 1994 and 2007:

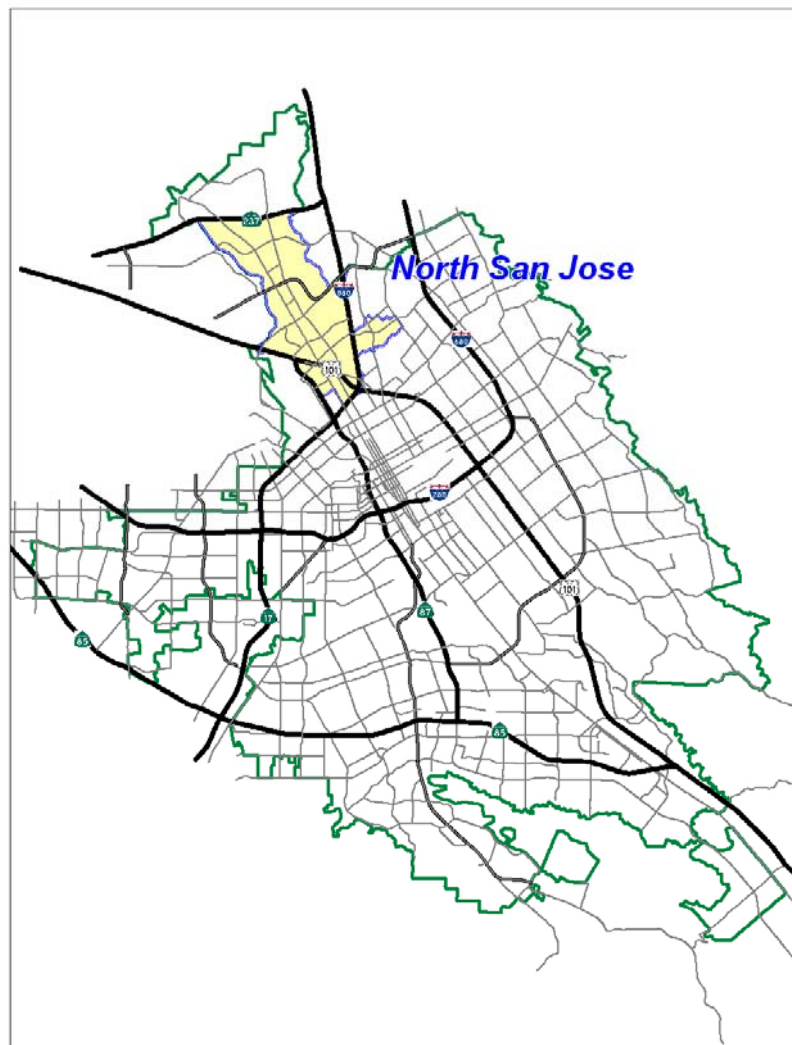
- ◆ Over 5 million sq. ft of commercial built or approved
- ◆ 7,135 new residential units built or approved





# ***Planned Growth Areas***

## **North San Jose**



# *Planned Growth Areas*

## North San Jose

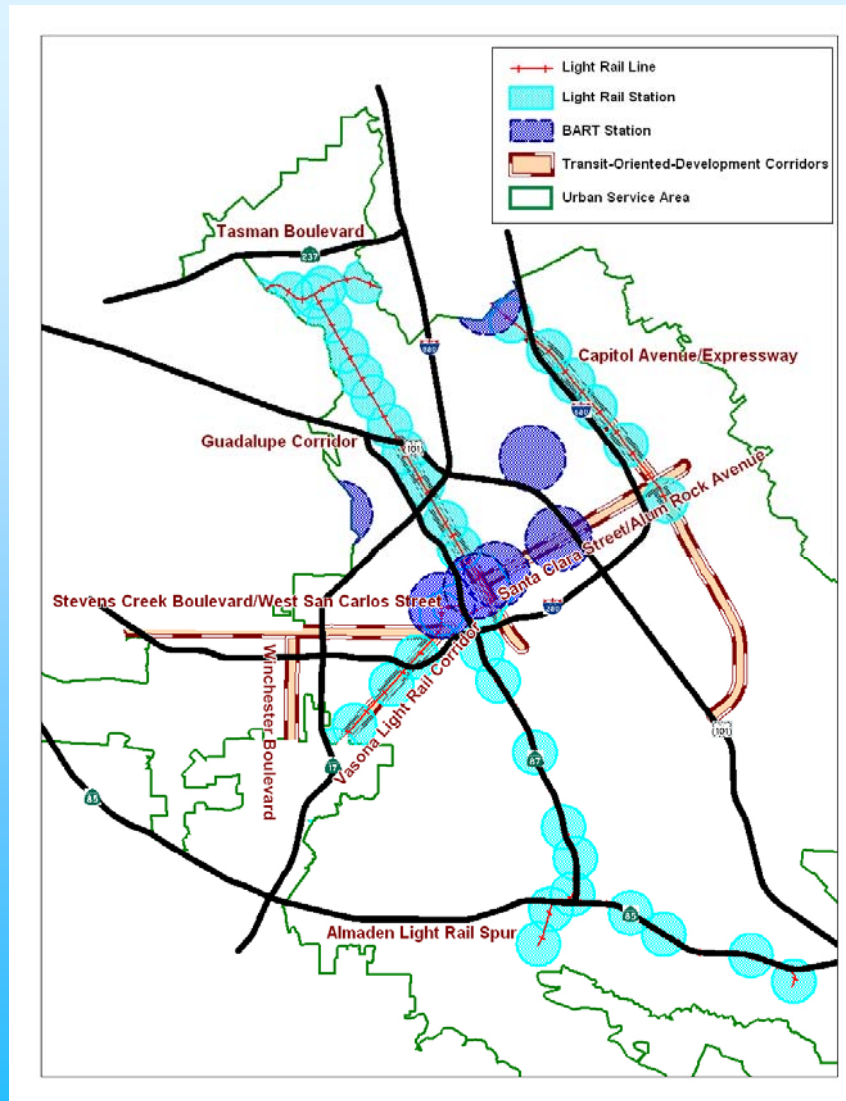
North San Jose Development between 1994 and 2007:

- ◆ Over 3.1 million sq. ft of commercial built or approved
- ◆ Over 14.6 million sq. ft of industrial built or approved
- ◆ 11,230 new residential units built or approved



# *Planned Growth Areas*

## Transit Oriented Development Corridors





# *Planned Growth Areas*

## Transit Oriented Development Corridors

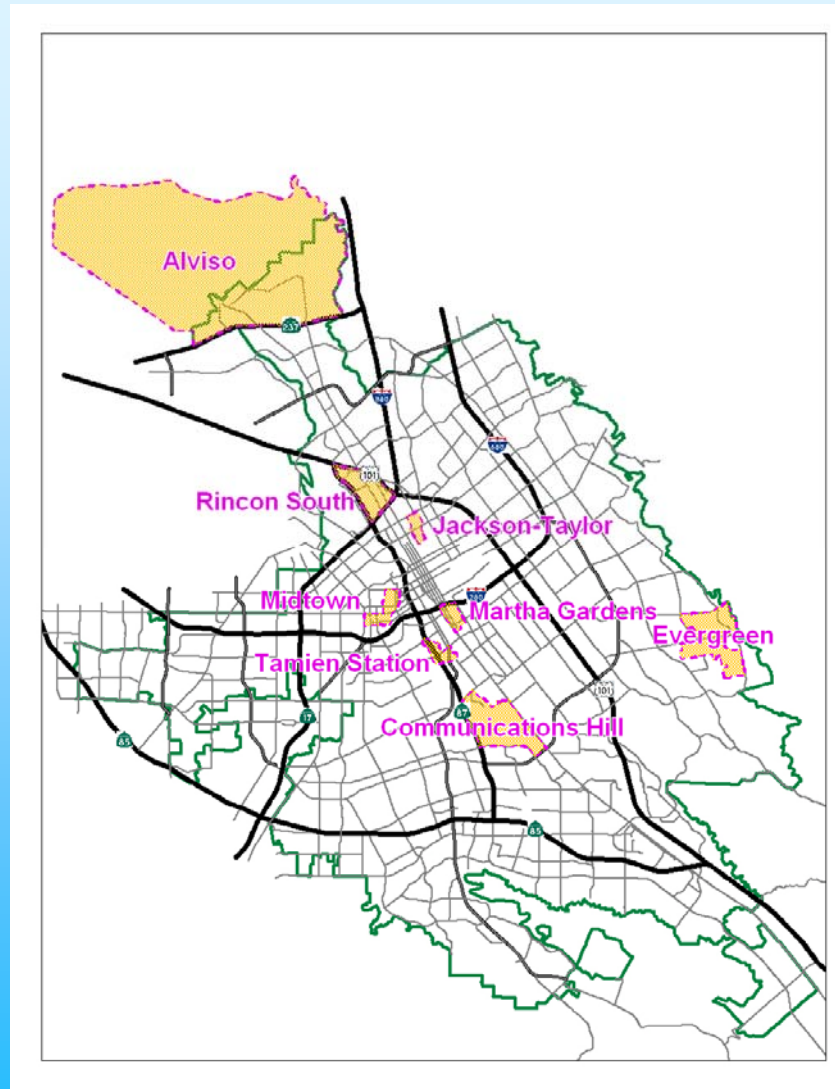
A total of 40,651 units built or approved in TOD Corridors/Station Areas

In addition, 4,105 units approved at the future Berryessa BART Station



# ***Planned Growth Areas***

## **Specific Plan Areas**



# *Planned Growth Areas*

## **Specific Plan Areas**

Development in Specific Plan Areas  
between 1994 and 2007:

- ◆ 11,545 new residential units built or approved
- ◆ Over 1.7 million sq. ft of commercial built or approved
- ◆ Almost 5.5 million sq. ft of industrial built or approved
- ◆ 101.8 acres of park land developed or pending

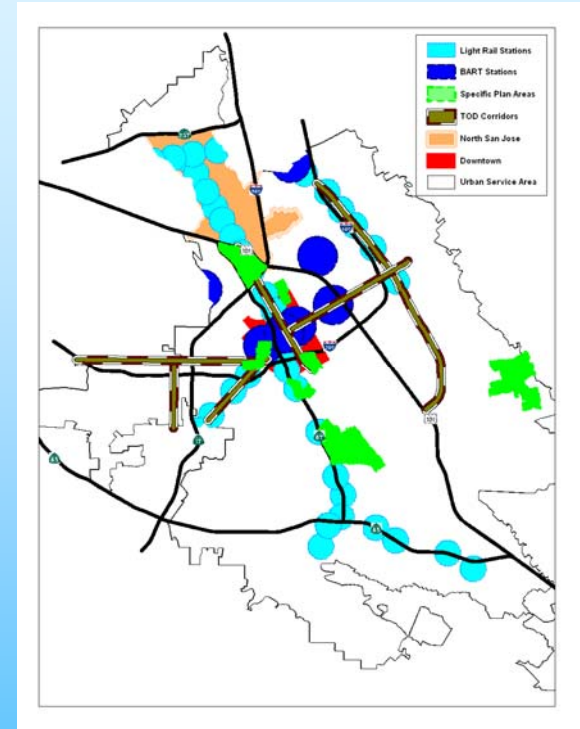




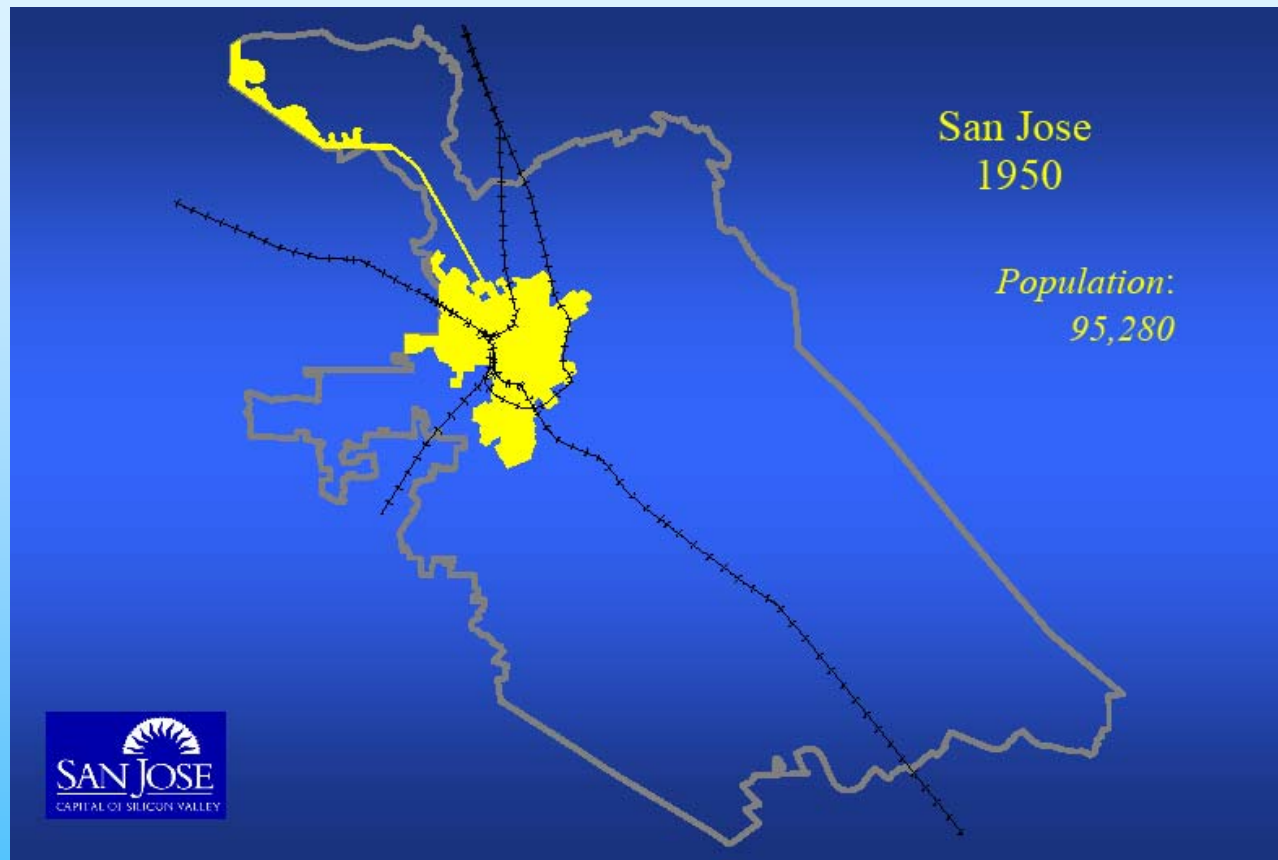
# *Strategic Areas for Land Use Intensification*

How successful has the City been overall?

- ◆ Since 1994, 36,865 residential units have been built in the planned growth areas
- ◆ This is 79 percent of all residential development constructed

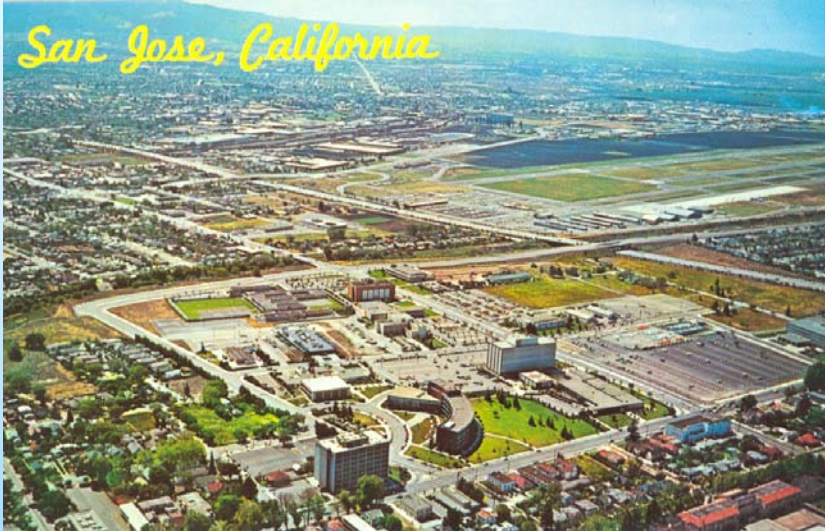


# ***Policy Legacy: An Era of Little or No Planning***



San Jose 1950

# *Policy Legacy*

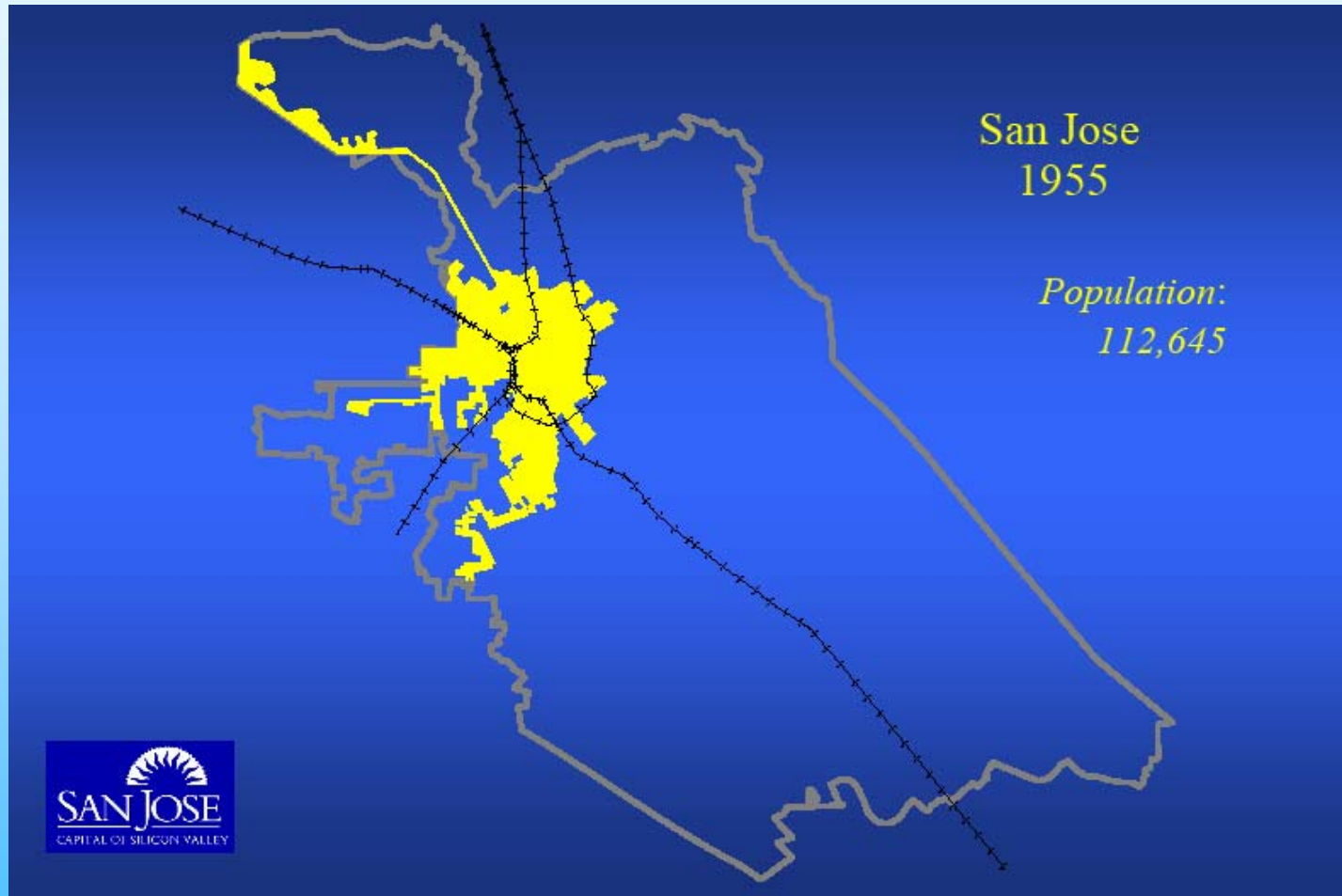


**Policies implemented  
50 years ago created  
an auto-oriented city**



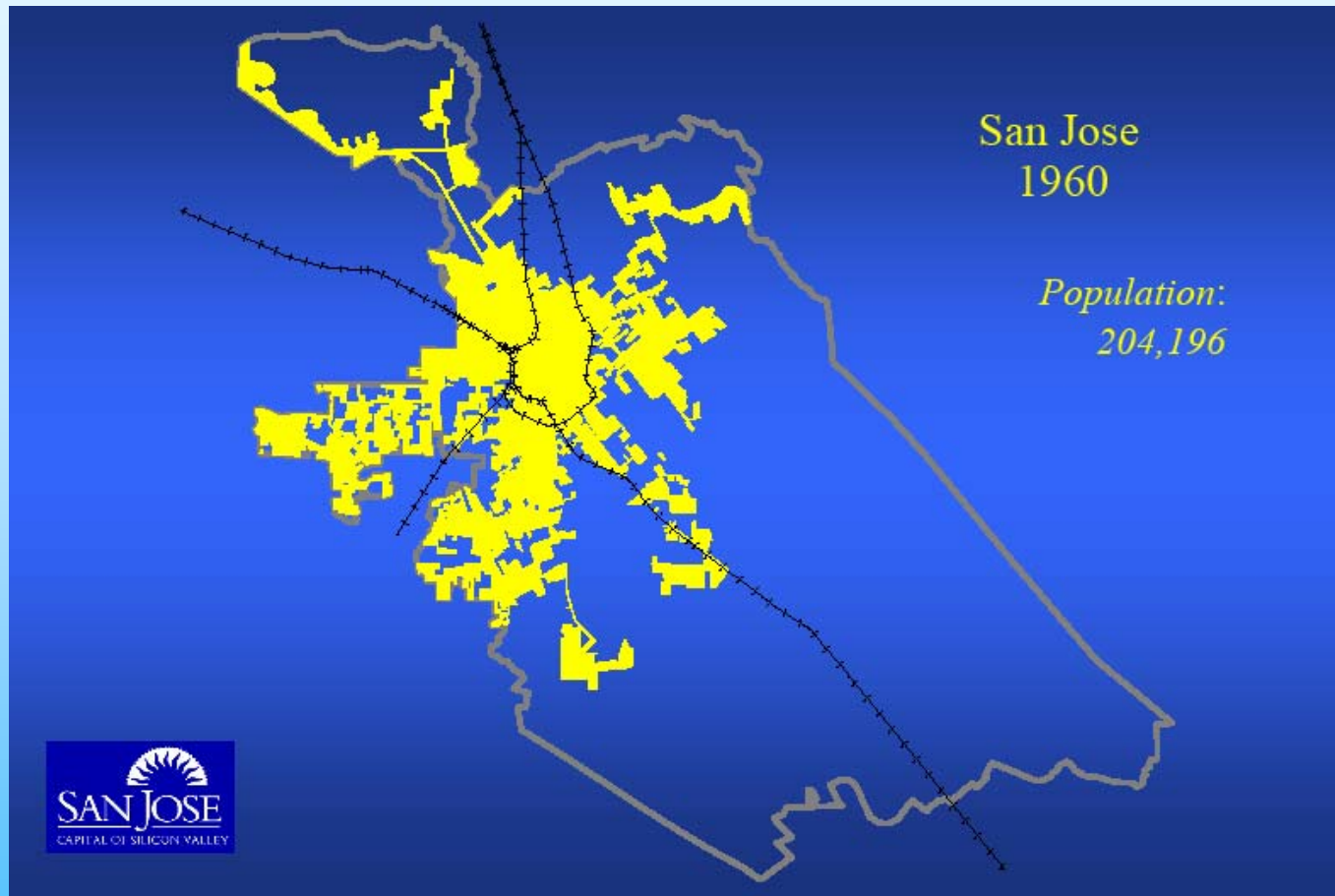


# *Policy Legacy*



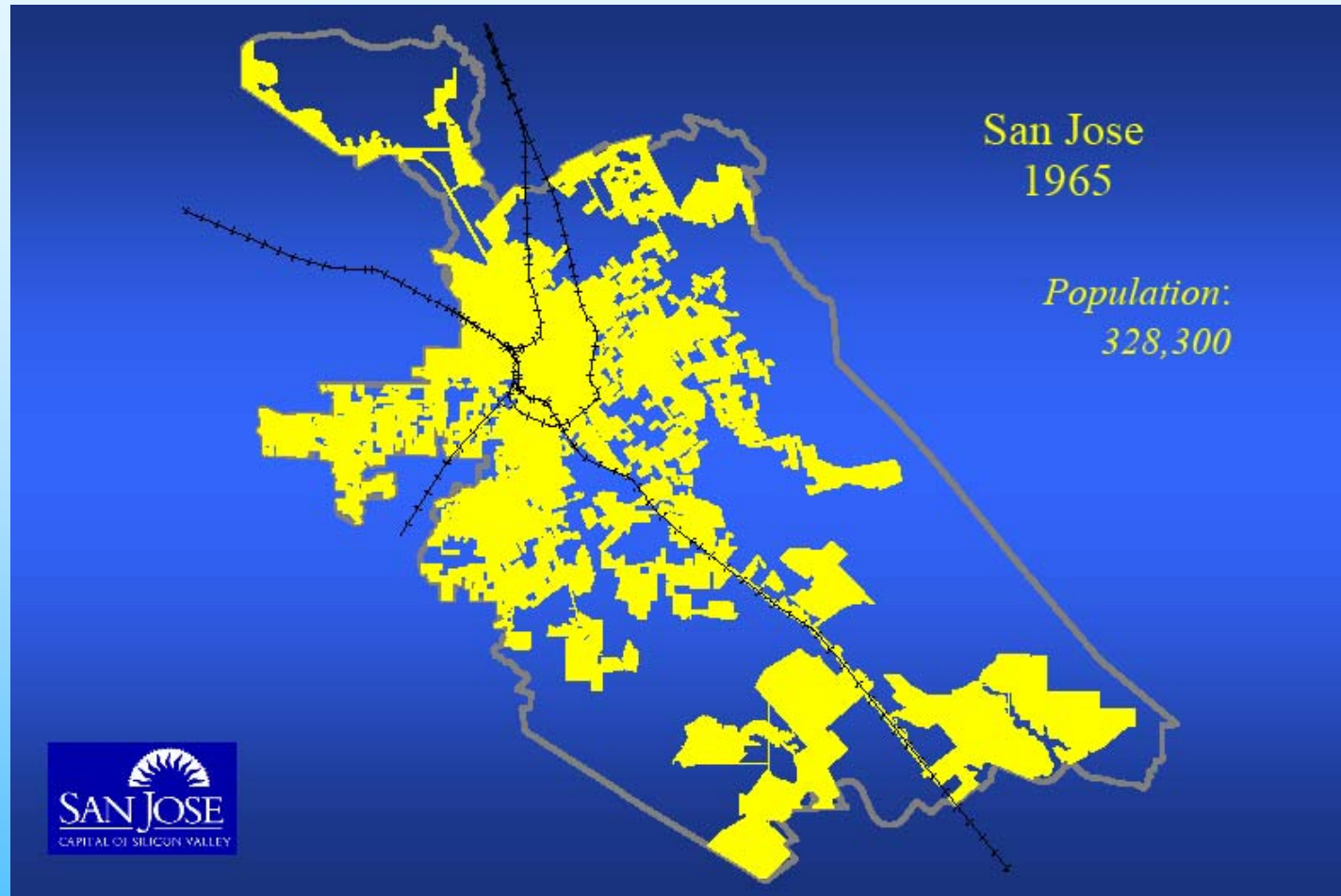
San Jose 1955

# *Policy Legacy*



San Jose 1960

# *Policy Legacy*



San Jose 1965

# ***Policy Legacy***

**Policies put in place 30-40 years ago preserved open space and began infill in key areas**

## **1970's**

### Land Use Policy

Urban Development Policy/  
Urban Service Boundary

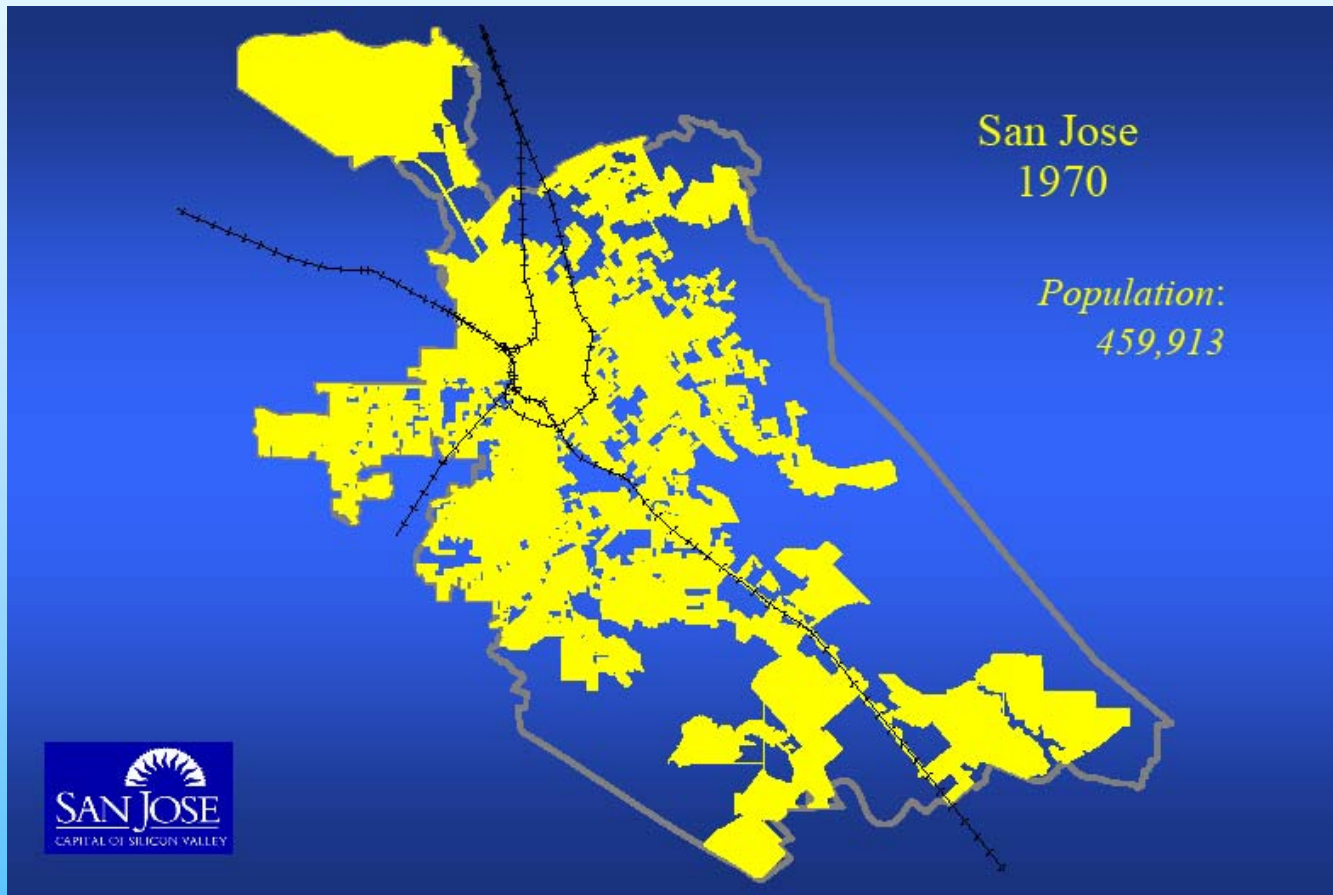
### Results

- Outward urban expansion halted
- Hillsides, baylands preserved
- Infill development initiated



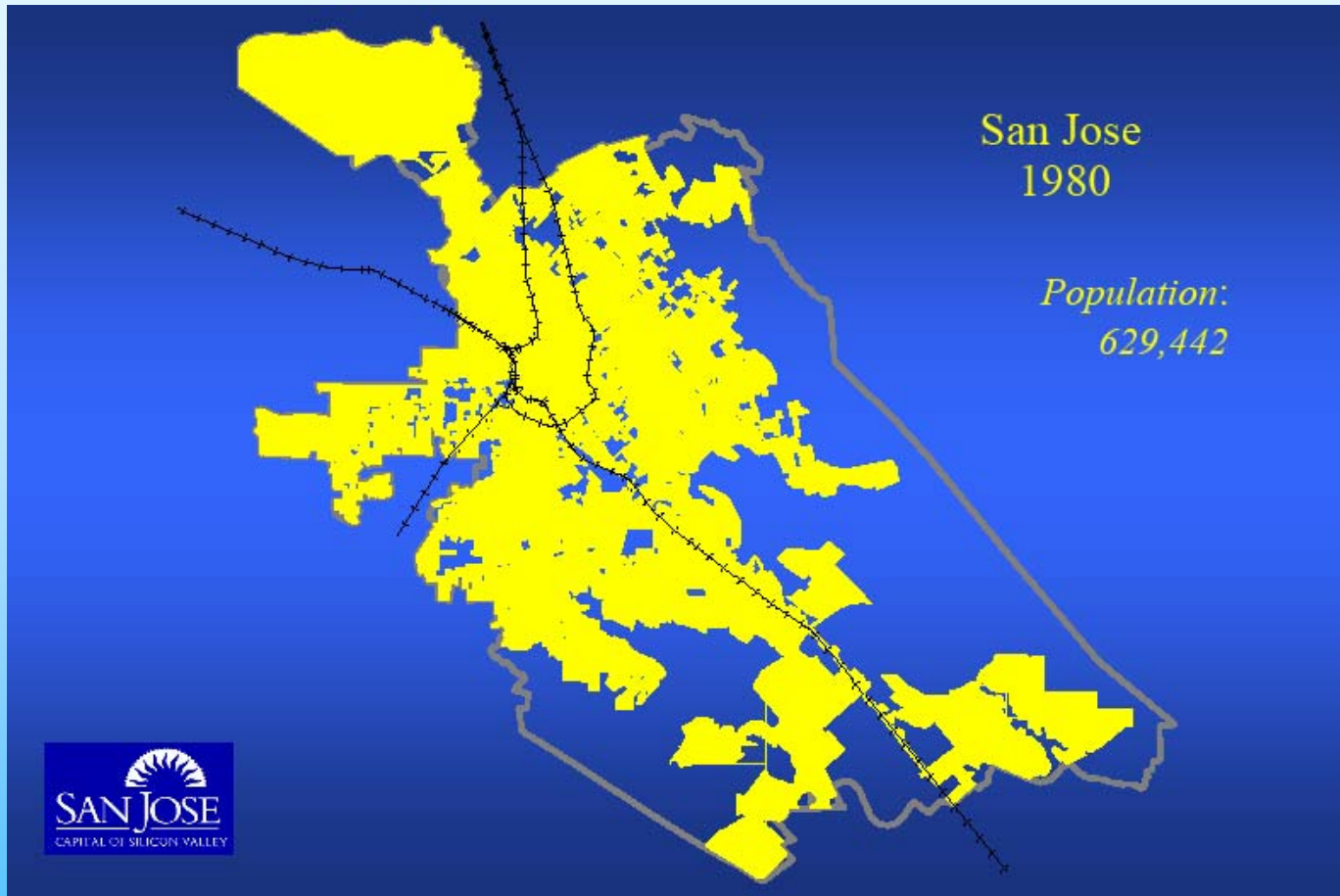


# *Policy Legacy*



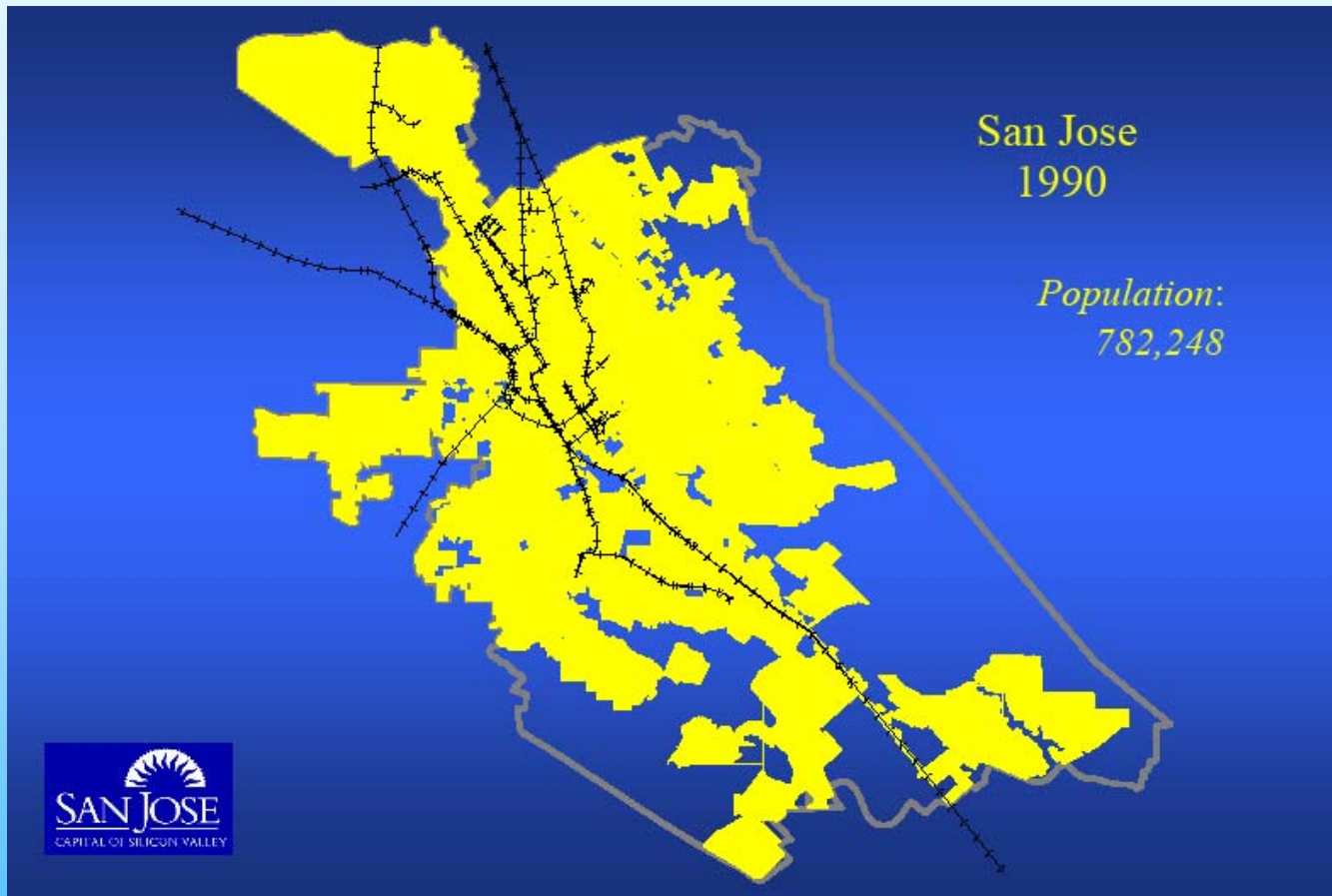
San Jose 1970

# *Policy Legacy*



San Jose 1980

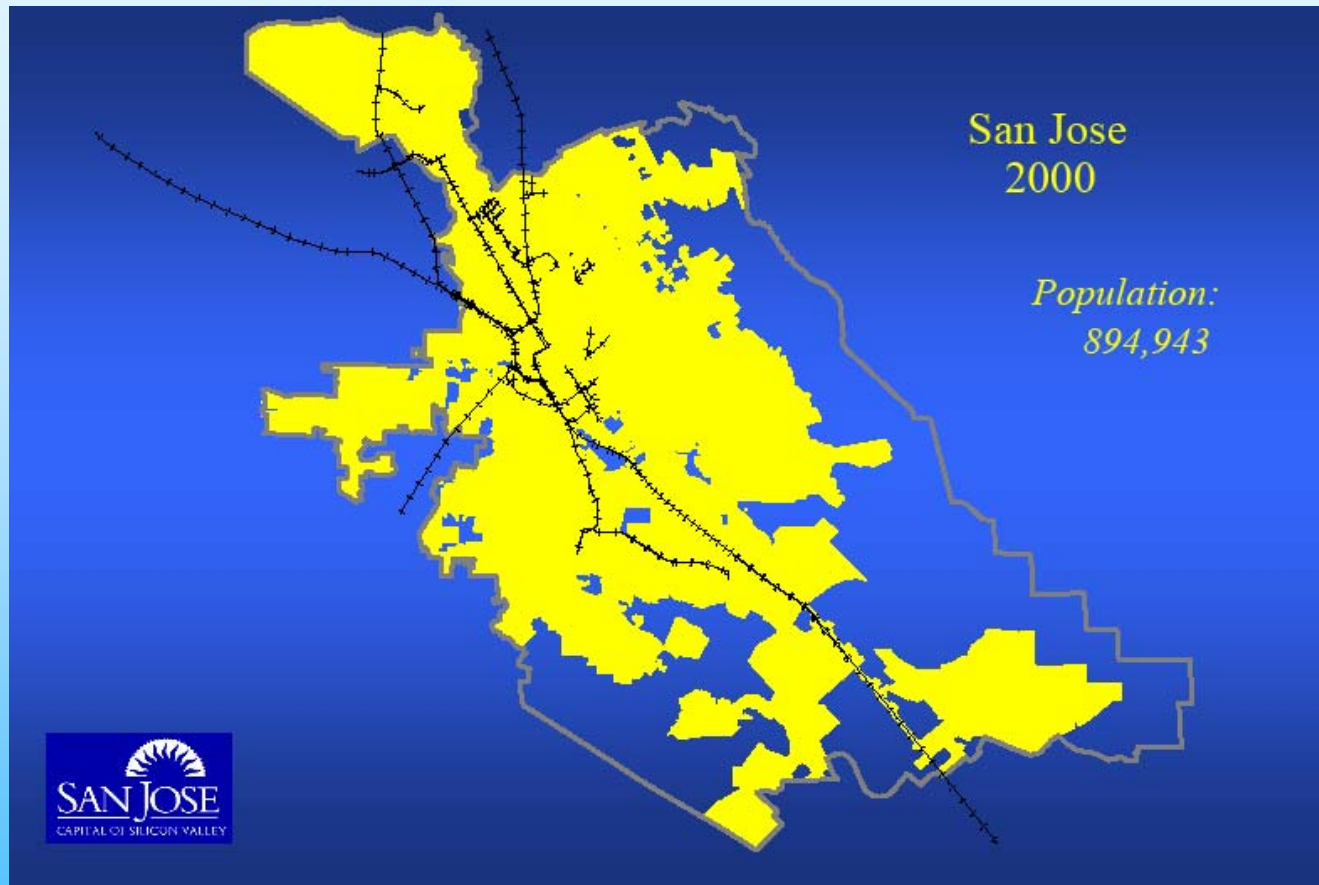
# *Policy Legacy*



San Jose 1990

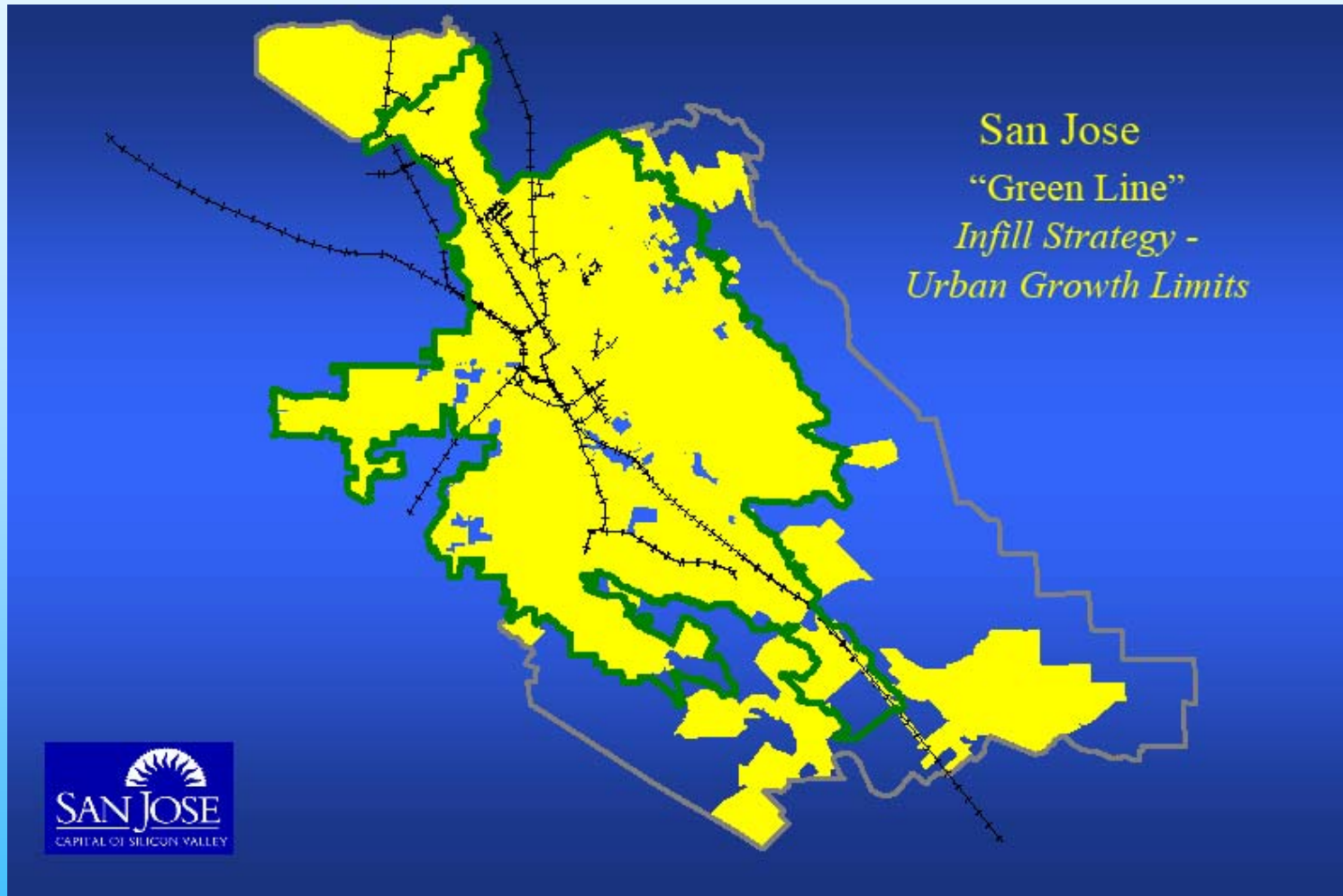


# *Policy Legacy*



San Jose 2000

# *Policy Legacy*



# ***Policy Legacy***

**Policies put in place 30-40 years ago preserved open space and began infill in key areas**

## **1980's**

### Land Use Policy

Downtown Development Plan

### Results

Convention Center, Tech Museum, Fairmont, Arena





# *Policy Legacy*

**Policies from the last decade  
are focusing development  
to transit areas**

## 1990's

### Land Use Policy

Transit-Oriented Development  
Corridors established (SJ2020)

### Results

- Infill, transit-oriented development
- More efficient, cost-effective  
service delivery
- Increased support for transit use



*Where Do We Go From Here?*

**Envision San Jose 2040  
should create a legacy for a  
more livable San Jose**

## ***Where Do We Go From Here?***

1. Land Use Strategies for the Future:  
Strengths and Challenges
2. Task Force Discussion

## ***Land Use Strategies for the Future: Economic Development***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• North San Jose Vision Policy</li><li>• Economic Development Strategy</li><li>• Downtown Strategy Plan</li><li>• Framework for Preservation of Employment Lands</li><li>• Industrial land supply</li><li>• Driving Industry and Business Support industries</li></ul>	<ul style="list-style-type: none"><li>• Attract and retain driving industries</li><li>• Monitor conversion of employment lands</li><li>• Expand neighborhood retail opportunities</li><li>• Expand major retail for sales tax generation</li></ul>



## ***Land Use Strategies for the Future: Growth Management***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• Infill Policy</li><li>• Specific Plans</li><li>• Urban Reserves</li><li>• Multi-Modal Transportation Policy</li><li>• Light Rail expansions</li></ul>	<ul style="list-style-type: none"><li>• Community acceptance of infill</li><li>• Budget constraints</li></ul>

## ***Land Use Strategies for the Future: Urban Growth Boundary***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• Urban Growth Boundary/Urban Service Area remain in tact</li><li>• Joint San Jose-Santa Clara County open space policies effective</li></ul>	<ul style="list-style-type: none"><li>• Identify long-term open space preservation techniques</li><li>• Eliminate Residentially-zoned lands outside UGB</li></ul>

## ***Land Use Strategies for the Future: Downtown Revitalization***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• Downtown Strategy Plan</li><li>• New City Hall</li><li>• New high-rise development</li><li>• Historic preservation</li><li>• Expanded cultural, arts and entertainment activities</li></ul>	<ul style="list-style-type: none"><li>• Attract and retain major new employers</li><li>• Attracting new major retail uses</li><li>• Historic preservation</li><li>• Expanded cultural, arts and entertainment activities</li></ul>

## ***Land Use Strategies for the Future: Housing***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• San Jose is a regional leader in housing production</li><li>• 11,500 affordable housing units since 1999</li><li>• Approx. 38,000 units in infill, TOD areas</li><li>• Residential density increases - more efficient use of land</li></ul>	<ul style="list-style-type: none"><li>• Regional housing prices</li><li>• 2007 – 2014 ABAG Regional Housing Needs Allocation</li><li>• Identifying appropriate housing locations for projected population growth</li></ul>



## ***Land Use Strategies for the Future: Urban Conservation/Preservation***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• Continuation of Strong Neighborhoods Initiative</li><li>• Enhance Neighborhood Business Districts</li><li>• Historic preservation actions</li><li>• Bond projects – parks, libraries, public safety</li><li>• Public Outreach Policy</li></ul>	<ul style="list-style-type: none"><li>• Budget constraints</li><li>• Create complete, balanced communities</li><li>• Balance planning for future growth with preservation and enhancement of existing neighborhoods</li></ul>

## ***Land Use Strategies for the Future: Sustainability***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• San Jose is a leader in wise use of natural resources</li><li>• The Green Vision</li><li>• San Jose 2020 General Plan incorporates sustainable land use planning goals and policies</li></ul>	<ul style="list-style-type: none"><li>• Green Vision implementation – opportunity and challenge</li><li>• Land use planning to support transit, walking and biking</li><li>• Climate protection</li><li>• Protection of riparian and other open space and natural areas</li></ul>

## ***Land Use Strategies for the Future: Social Equity***

	<b>Strengths</b>	<b>Challenges</b>
	<ul style="list-style-type: none"><li>• Public Outreach Policy expands community participation</li><li>• New affordable housing distributed city-wide</li><li>• Strong Neighborhoods Initiative improved neighborhoods and increased community leadership</li></ul>	<ul style="list-style-type: none"><li>• Expand Community outreach and involvement</li><li>• Maximize affordable housing resources</li><li>• Provide a full range of services to enhance community quality of life</li></ul>

## *Where Do We Go From Here?*

**Envision San Jose 2040  
should create a legacy for a  
more livable San Jose**

### Task Force Discussion

1. What are the lessons learned from the Land Use Report, our Strengths and Challenges?
2. How can they be applied to ESJ 2040?